

Rest Area and Welcome Center Management Program

RFP 484-SP02P3-2014

Public Information



Rest Areas and Welcome Centers

- Georgia's Rest Areas and Welcome Centers are roadside facilities safely removed from the travel way with parking and facilities for the motorist deemed necessary for rest, relaxation, comfort and information needs.
- The Department of Transportation operates and maintains Rest Area and Welcome Centers at 27 locations throughout Georgia.
- The primary focus of the facilities is *to provide a safe place for travelers to rest and obtain information on Georgia's attractions.*



Rest Areas and Welcome Centers

- Like most States, Georgia has experienced a decline in revenues while the transportation needs of the public has continued to grow.
- In order to reduce the cost of operations and maintenance, Georgia DOT will use a Public-Private Partnership.
- The Department has advertised for a private sector company to manage operations and maintenance functions as well as develop, implement and manage a sponsorship program at the identified 27 Rest Areas and Welcome Centers.



Rest Area and Welcome Center

- For the Operations and Maintenance component, the Department expects a private sector company to perform and manage landscaping and daily custodial functions at all 27 Rest Areas and Welcome Centers.
- No charge to the public will be made for goods and services except for telephone charges, and charges for articles dispensed by vending machines.
- The goal of the Program is to improve customer service while reducing the cost to the State.



Rest Area and Welcome Center




- All sponsorships must adhere to all Federal/State Codes and Policies.
- The United States Federal Highway Administration must approve Georgia DOT's Program Plan prior to implementation.

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- When will the project start?
 - *If approved, project contracts should beginning Jan 1, 2015 for five years with five 1-year renewal options at the determination of GDOT.*
- Are there limits on how much advertising space is allowed?
 - *Yes, Federal Highway Administration Policy limits the area, type, and amount of Sponsorships at Rest Areas and Welcome Centers.*
- Are any other States doing this type of project?
 - *Yes, Virginia, Missouri, and Arizona currently allowing sponsorships at their Rest Areas and Welcome Centers.*

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- Short listed bidding summaries can be view at http://ssl.doas.state.ga.us/PRSapp/PublicBidNotice?bid_op=1148401NOI-110002-P3 or a hard copy is available.
- To comment on the Georgia DOT Public-Private Partnership Project for Rest Areas and Welcome Centers please fill out a comment card.
- If you would like to comment electronically please e-mail sponsorships@dot.ga.gov.



The Georgia Department of
Transportation thanks you for your
interest in this project.